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The Publishing Industry

What is it, and how do you break into it?

Part One – From Manuscript to Industry

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Going Retail

It absolutely does not matter if you are traditionally published or self-published these days. The market has changed. The industry has changed. More and more, it is becoming the author's responsibility to take charge of their own destiny and market.

Distribution: (Warehouse)

- 15%
- Several different ones (each needs stock)

Independent Book Stores: (So many, so costly)

- 40%
- No central line of communication
- Are overwhelmed with direct contact
- Are terrified of stocking inventory that will never move

Large Chain Book Stores: (Penetrating the Impenetrable Fortress.)

- Same fears as the Independents, just exponentially greater

Libraries: (The no budget, want everything, one-shot customer.)

- Still talking thousands of potential sales

Author Responsibilities

Websites / Social Marketing: (Necessary Evils.)

- Website
- Blog
- Facebook
- Twitter
- Bloggers

Fan Reviews: (They'll either love you or hate you)

- No Control
- No Training
- Subjective
- Career Ending

Professional Reviews: (Why are they so hard to get?)

- They have a reason for what they do
- They have only so much time

Book Festivals: (Expensive, yes. Worth it, yes.)

- This is where the book buyers are
- Attracts Indy bookstores and libraries
- Your only competition is other books

Fan Conventions: (Lots of fun, great exposure, hard to turn a profit.)

- Targeted market
- Competing with other “Cool” gadgets
- While cheaper than book festivals, travel and hotel are not

Non-Industry Conventions: (The Roll of the Dice.)

International Exposure: (What about the rest of the world?)

End

Thank you for your time and attention. I hope you found it informative. I have started a blog dedicated to the discussion of the craft of writing. If you have specific questions, please send them to me at author@maxadrake.com and I will include them on blog.maxwellalexanderdrake.com.

I am on Facebook and Twitter as well. Please look me up.

If you want to help further my teaching career, please visit <http://www.meetup.com/Las-Vegas-Creative-Writing-Class/> and review this class. It would be a tremendous help to me.

DRAKE